



Art and Design for Business Program Guide

CIP Code # 50.0402

Student Certifications

ECTS Program Participant or Completer
Pennsylvania Skills Certificate
OSHA 10-Hour General Industry Certificate
Adobe Specialists (3 certifications available-
Photoshop, Illustrator and In-Design)

Art and Design for Business

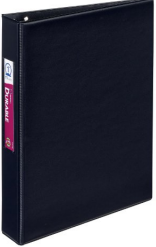


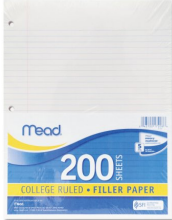



The Art and Design for Business Program offers students the opportunity to develop skills in a variety of professional design-related careers in which the artist creates visual solutions to the specifications of a project. Concentration will be placed on learning skills, which integrate traditional illustrative, design, and photographic methods with computer and digital technology.

Each focus of study will include exploration of specific career and work skills, as well as portfolio development related to that area. Students will also be given the tools to actively seek and determine: scholarship opportunities, post-secondary schools to attend, and the selection of relevant career paths. Successful participation in the course will prepare the student for entry-level employment, or possible accelerated entry into a post-secondary design/art-related program.

Prerequisites - Students entering this class should possess the following traits:

- Excellent attendance (95% or above is Industry Standard).
- Advanced art skills and aptitude –the ability to accurately see and draw complex shapes, values, and colors, and to translate abstract ideas into visual solutions. While recent enrollment in art classes at home school is not essential - an A or B average in previous art/art theory/computer/design classes is usually a strong indicator of aptitude for this class.
- The ability to see type and the written word correctly. (This is absolutely necessary and is an essential part of communication design).
- Basic computer skills (or has the adaptability to learn computer skills quickly).
- The ability to work on multiple projects within a given time period.
- A reading and written articulation level of 10th grade or above (because the written word is an essential component of creating communication design and client communication – a minimum of 10th grade comprehension is strongly recommended to realistically succeed.)
- Serious about exploring an art/design-related career, and willing to enthusiastically commit time and energies in setting and meeting creative and class goals.

The beginning student will need for the first week of school:

Item and Description	Image	Approximate Cost
<p>One 3-ring binder (1-1.5" spine)</p> <p>Any color is fine</p>		<p>Walmart.com 1" Spine Binder: \$3.97</p>
<p>One 3-ring binder (3-6" spine)</p> <p>Any color is fine</p>		<p>Walmart.com 3-6" Spine Binder: \$4.97-\$11.97</p>
<p>20 Sheet Protectors</p>		<p>Walmart.com \$1.48</p>
<p>200 sheets of lined white notebook paper for the binder</p>		<p>Walmart.com \$3.22</p>
<p>Ten #2 pencils</p> <p>2 Black or Blue Ink Pens</p>		<p>Walmart.com Pencils: \$2.15 per dozen Pens: \$.75-\$1.39 each</p>
<p>2.0 Jump/Flash Drive: 16-32 Gig is recommended</p> <p>The Sandisk brand is recommended for our Macs.</p>		<p>Walmart.com 32 Gig Sandisk: \$12.97</p>
<p>Earbuds</p>		<p>Walmart.com \$2.49 and up</p>

The student will also be expected to purchase a yearly art kit at a cost of \$25.00 per student. Students should also realistically budget \$30 for field trip expenses. (May vary each year) Sophomores are also required to have their own camera card (SD Card) by the end of March for use with the classroom cameras. A 16 Gig or higher is recommended.

While recommended, but not required in the first year, advanced students will be required to have a **portfolio case (\$10 purchase through ECTS)**. It is also recommended that all students have their own/have access to a DSLR **digital camera (approximately \$200-\$300)** - a 3 mega-pixel or greater is advised (with image download capability via USB port. Students should purchase **only those cameras that support media download without the installation of specific software** - as it is not within our school's computer policy to allow this.)